

EMERGENCY MESSAGE TEMPLATE

Purpose

Use this template to prepare or draft emergency messages for tenants, occupants, staff or contractors during an incident. Messages should provide clear, simple and actionable information that tells people:

- What is happening
- What they need to do
- Where they need to go or stay
- When they need to act
- Who the message is from

Message Clarity

Keep messages short, clear and practical. Focus on the actions people need to take and avoid unnecessary detail.

Language and Accessibility

- Use plain language and avoid technical terms where possible.
- Messages should be easy to understand, even for people who are unfamiliar with the site or situation. Ensure messages can be understood by all occupants, including visitors, contractors and people who may require additional assistance (e.g. language, accessibility or communication needs).

Communication Channels

Select communication channels that are appropriate for the audience and situation and consider using more than one method to ensure the message is received.

Updates and Information Flow

- Messages should align with emergency services instructions where known and avoid conflicting or unclear directions.
- Update messages as the situation changes, including when new information becomes available or instructions change.
- Where relevant, consider how recipients can seek clarification or report information.

MESSAGE DETAILS

Message Type:	☐ Initial	☐ Update	☐ Stand-Down	☐ Other
Date:				
Time:				
Message Number:				
Prepared By:				
Approved By: (Where possible, messages should be reviewed or approved before sending. In urgent situations, use established decision-making arrangements.)				
Audience: (e.g. Tenants, All Occupants, Wardens)				

COMMUNICATION CHANNELS (Select the channels most likely to reach the intended audience quickly and clearly. More than one channel may be needed)

☐	PA Announcement
☐	SMS
☐	Email
☐	Building App
☐	Radio
☐	In-Person
☐	Other: _____

KEY MESSAGE POINTS	
Prompt	Details
What is happening?	
What is known / unknown? (if information is still developing)	
What do people need to do?	
Where do they need to go or stay?	
When do they need to act?	
Who is the message from?	
What should people NOT do? (if relevant)	
When will the next update be provided?	

MESSAGE TEMPLATE	
Subject / Heading	
Message	[Who is this from] is advising that [what is happening]. Please [what to do]. Go to / remain at [where to go or stay]. Do this [when to act / how quickly/priority]. Do not [what to avoid, if relevant]. Further updates will be provided [when / how].
Short Message Version (For SMS, PA or quick updates, keep the message brief and action-focused)	

MESSAGE CHECK BEFORE SENDING

☐	Is the message clear and easy to understand?
☐	Does it explain what is happening?
☐	Does it state what people need to do?
☐	Does it say where to go or stay?
☐	Does it say when to act?
☐	Is the message accessible to all occupants (e.g. language, format, clarity)?
☐	Does it identify who the message is from?
☐	Are the selected channels appropriate for this audience and situation?
☐	Does the message align with emergency services instructions and avoid confusion or conflict?

Example Message Prompt:

- **What is happening?** - Smoke has been reported in the loading dock.
- **What to do?** - Leave the area and follow staff instructions.
- **Where to go?** - Move to the main assembly area.
- **When to act?** - Immediately.
- **Who is it from?** - Building Management.

Example Message:

Building Management is advising that smoke has been reported in the loading dock. Please leave the area and follow staff instructions. Move to the main assembly area immediately. Further updates will be provided shortly.

FOLLOW-UP UPDATE TEMPLATE - Use this when the situation changes or more information is available.

Update Time	
Update Number	
Updated Message	[Who is this from] is providing an update regarding [incident / situation]. At this stage, [brief update on what is happening]. Please continue to / now [what to do]. [Where to go / stay / avoid]. Next update expected [time / trigger if known].

STANDDOWN MESSAGE	
Time Sent	Details (Consider whether different groups need different messages (e.g. all occupants, wardens, tenants, contractors, visitors))
Message Type:	☐ Stand-Down
Date:	
Time:	
Message Number:	
Prepared By:	
Approved By:	
Audience:	
Message Template	[Who is this from] is advising that [incident / situation] has now been [resolved / restrictions have been lifted]. Please [what to do next]. [Areas to avoid / re-entry instructions, if relevant]. Thank you for following instructions.

RECORD OF MESSAGES SENT				
Time Sent	Audience (Consider whether different groups need different messages (e.g. all occupants, wardens, tenants, contractors, visitors))	Channel Used	Message Summary	Sent By